

FAMILY MONTH

November, 1966

Project of

THE YOUTH SERVICES DIVISION

EDMONTON WELFARE COUNCIL

REPORT OF THE PROGRAM COMMITTEE - FAMILY MONTH - NOVEMBER 1966

Some significant decisions were made during the March and February meetings of the Family Week Committee. Three of these should be noted:

- that the Family Week be extended to Family Month, in order to increase the effectiveness of the overall promotion throughout the community.
- that a greater emphasis be placed on the importance of the family unit as the basis of our society.
- that increased effort be made in the promotion, to emphasize the support of "normal" family life, rather than community services to the problem family.

In order to accomplish these goals it was necessary to involve a more representative group in the planning, and efforts were made to include Business, Industry, The Church, Service Clubs, Media, etc. as well as the agencies in the health, education, and welfare field.

Letters were sent to agencies and organizations asking their support for the promotion of Family Month and for their appointment of a representative to the over-all committee.

The Program Committee held numerous meetings and many additional interviews and contacts were carried out as the task proceeded. As Chairman, I would like to express a deep appreciation to each of the members (listed below) who not only provided stimulating direction to the job but who undertook additional work as the "Month" rolled on. Without this "additional mile" much of the success of the venture would not have been attained.

In addition I would like to add our appreciation for the work of the Publicity Committee. The close liaison that was necessary between the work of these two committees was accomplished through several joint meetings and the excellent support of Mrs. J.D. Clark, the Chairman of the Publicity Committee.

From the beginning, the Program Committee felt that their function could best be carried out in three areas.

1. Encouraging existing organizations, churches, libraries, etc. to promote the support of Family Life during November and hopefully on an on-going basis during the year, by suggesting speakers, programs, films, etc.
2. To assist the Media in planning special radio and television programs.
3. To plan for one or two community events to which the family might attend as a unit - thus underlining our major theme.

In point number one we have no accurate way of gauging our success, although reports have come in from a number of areas indicating the value of the activities. Two illustrations are noted: The Sunday School of Grace United Church, held Parent Nights as part of Family Month with discussions on the values of Christian Education programs etc. related to Family Life.

Secondly, the excellent Family Life Education Series being conducted at St. Alphonsus Church.

To the second point - in co-operation with the Publicity Committee, suggestions of programs and personnel to carry them out, were made to radio and television producers. These are reported in detail elsewhere. It should be noted that the response from the media was tremendous - we were kept hopping to satisfy the demand.

To the last item, two suggestions were put forth regarding overall community functions. First, that an outstanding speaker be secured from the Vanier Institute to speak to an Inter-Service Club sponsored dinner or public meeting. Unfortunately, due to difficulties arising around financing and sponsorship, this idea had to be abandoned. Thought should be given to this for another year.

Secondly, that an entertaining educational event, to which the whole family could attend, was planned and carried out in the form of a "Family Fair" November 13, 2:00 - 5:00 p.m. at the Jubilee Auditorium.

A great deal of the responsibility of this event was carried by Mrs. Eileen Begienmen and Mr. Warren Graves. Never in our moments of gloom or exhilaration did we dream of an attendance of over two thousand people. Such was the case.

In addition to the efforts of those mentioned, the tremendous support given by the agencies and organizations who participated must be commended. As well, the service offered by the staff of the Auditorium, and the excellent support of the media should also be noted.

Thank you letters have been written to all the participants and to the media but I would hope each member of the Committee would express their appreciation again as the occasion arises.

(Much has been learned about the production of such an event and these notes will be on file for future reference).

Again, it is difficult to single out one display for particular attention. However, the contribution of the patients from Alberta Hospital (Oliver), with their delightful puppet show belies description as to who was the most rewarded - "the giver or the receiver".

It is impossible to report on all the work of the Program Committee. Much was attempted that did not bear fruit and a great deal was left undone through lack of time and personnel.

Some points or recommendations should be noted for discussion by the whole committee if Family Month is to be considered for another year.

1. Initially, agencies and organizations should clearly understand their commitment in appointing representatives to the planning committee. If there is some question, as to whether or not they wish to support an overall community promotion of sound family life, this should be made known to the Committee at the onset.
2. Too much of the work is presently being carried by employed staff members, when skilled and willing volunteers are available in the community. It is imperative that these citizens be sought out and invited to participate. Not only because we need additional personnel to carry out such a venture, but primarily because these volunteers bring fresh ideas and wider contacts in the community, to the task at hand.

3. The problem of finance was very much to the fore in many of our Program Meetings. A great deal of time was spent on discussion of finances while other program explorations were left unattended. It is important that any consideration of a future effort be accompanied by a clear budget layed out in advance and funds secured.

In summary, it is difficult to evaluate the effect of any public education program dealing in the area of concepts and attitudes. As one observes the daily out-put of the media, it becomes painfully evident that family breakdown or the problem family is considered the most newsworthy. Our work has been an endeavor to offset this trend towards a poor image. We are convinced that major efforts must be undertaken to support the thousands of parents and families in need of understanding of their roles in an increasing array of societal pressures.

As a preventive measure, the scope of emphasizing positive attitudes toward all aspects of family life is a very tall order. However, the magnitude of the task should not frighten us off from a creditable beginning.

Respectfully submitted,

Thelma R. Scambler

Members of the Program Committee

Mrs. E. Begienmen
Sister E. Celestine
Mrs. Margaret Hauptman
Mr. Mike English
Major A. Browning (Transferred in September to St. John's)
Rev. A.R.J. Molyneux
Mr. M. Izzard
Mr. Warren Graves

TRS:ld

December 7, 1966.

/eg
Dec. 12/66

FAMILY MONTH COMMITTEE * FAMILY FAIR

The purpose of the Family Fair was to provide an event in Family Month that would entertain and inform family groups visiting such an event. We were proved correct in (a) avoiding all mention of "Welfare Council" in the major promotion, (b) insisting on a high entertainment content and (c) placing emphasis away from the "problems" of family life.

In taking a positive attitude with happy families, our aim is to encourage family togetherness in activity and overcome the fragmentation of the unit whereby each member is catered to individually, encourage others to join in with successful family groups because they are obviously having such a good time.

Family Fair was successful.

Why was it successful?

Because over two thousand people attended the three hour event.

Why did over two thousand people attend?

Because media co-operation was so excellent that they were attracted to it through the advertising.

Why did the media co-operate?

(a) We called them in early and got them to help up construct our advertising program. We are greatly indebted to Gordon Lloyd of the Journal for calling this meeting as it ensured high attendance.

(b) Having got them at a meeting, we convinced them very quickly that we had a "product". Directly they started to talk - Hilda Clark and I shut up completely and let them run with the ball. It worked wonderfully.

(c) We were asked, as forseen, "what do you want us to do". Agencies always want to involve media and, in turn, they are always asked this question. We very quickly came up with tangible suggestions for attractive programming and these were not only agreed to but enlarged upon.

(d) We were not asking for money, help or commercial advantage of any sort. We were most fortunate that the Hudson Bay prize and letter competition idea fell through. Our attitude was positive and we were promoting "good fun", there could be no better source of human interest so looked for in programming.

We are now in a very fortunate position. We have been successful and a going concern attracts expansion more easily than the pilot project. We now know better our more successful fields of endeavour on which to base further programming. Our committee structure will be of prime importance and this should be the subject of first meetings on any new project.

Our mailing expenses were high and unsuccessful. There is no substitute for the salesmans dictum "eyeball to eyeball" and this policy should be pursued with agencies that we particularly wish to involve.

I personally feel success comes when agencies phone us wanting to participate. To this end I recommend concentrating on our successes and setting out to attract only those we feel can make a real contribution to Family Month. We will have "arrived" when the program no longer involves going to Safeway and Northwest Utilities to line up for alms.

Warren Graves.

REPORT OF PUBLICITY COMMITTEE * FAMILY MONTH, 1966

At the offset of this report I would like to thank the members of the Publicity Committee and the Family Month Committee for their cooperation and help. The credit for the success of the publicity for Family Month is due to the long hours expended by many people in meetings, making contacts, distributing posters, etc.

It is impossible to report accurately the full extent of the outreach of Family Month, but the following information will give an indication of the work of the Committee.

POSTERS

Five hundred posters were ordered from Darling Signs Inc. and distributed to stores, churches, schools, office buildings, shopping centers, etc.

PLACEMATS

Through the efforts of Frank Klemens, the Restaurant Association ordered and distributed 5,000 placemats pertaining to Family Month for use by member businesses.

ORGANIZATION PUBLICATIONS

A letter was written to 45 organizations asking that they include an article on "The Family" and Family Month in their November publication or newsletter. We do not know how many articles appeared, but some are on the bulletin board.

OUTDOOR ADVERTISING

The possibility of outdoor advertising did not materialize. Hook Signs do this kind of public service and when contacted expressed their willingness to give space for a Family Month poster, but because of the pressure for space due to the election were not able to do so.

It should be noted that there would be a charge of \$35 to \$40 to have a poster painted even though Hook Signs donated the space.

BUS SIGNS

No financial assistance was secured for bus signs so the project was not pursued. Besides the \$55 for this kind of advertising as reported in the last minutes, there would be an additional expense for having the signs printed.

WINDOW DISPLAYS

Letters were sent to 8 business firms and the manager of 5 shopping centers asking that window displays be arranged around the theme of "The Family". Each letter was followed by a personal contact, and 6 agreed to have window displays.

NEWS MEDIA

Following the last meeting of the Family Month Committee, Mr. Lloyd of the Edmonton Journal reported that he had not been successful in securing a prize from the Bay for the Letter Writing Contest. (It should probably be noted here that Mr. Lloyd felt the time of the approach to the Bay was bad since it was during the UCF campaign. The Bay asked if Welfare Council was a member

of UCF and when the reply was in the affirmative, declined making another contribution, since they had just contributed to UCF).

Another meeting of the representatives of the News Media was held and after considerable discussion the decision was made to discard the contest idea and to imphasize Family Month and Family Fair in the publicity. They promised a crowd for Family Fair.

Mr. Gerald Bryce of Alberta Government Telephones wrote blurbs for the use of the Radio and TV announcers and these with information about Family Month and excerpts from the Royal Bank Letter entitled "The Family Cradle of Law" and excerpts from talks given by Stewart Sutton, General Secretary, Vanier Institute of the Family were distributed to the Radio and TV Stations, the Journal, Western Catholic Reporter, Edmontonian and the Edmonton Sun.

A detailed report of the coverage given by the News Media is attached. It is not complete, as it was impossible to get some of the desired information.

The publicity given was terrific, particularly by the Radio and TV stations and I cannot possibly say enough about their enthusiasm, helpfulness, and cooperation.

CBX had many calls following the program "On the Scene". Four of these ask how to contact the Department of Alcoholism.

A flyer was prepared and distributed at the Family Fair listing forthcoming Radio and TV programmes on the Family.

The listening and viewing audience of Radio and TV was estimated to be 155,000 households in Edmonton and surrounding areas plus car radios.

OTHER PUBLICITY

Mrs. Begieneman agreed to see that Family Fair was advertised through the Community Leagues' notices and publications.

SUMMARY

On the whole I think that the publicity was quite good. Many of the ideas that were suggested were never followed up due to lack of time on the part of committee members. We feel we have learned a great deal this year that will be beneficial if a Family Month is observed another year. If a larger committee could be formed a great deal more depth could be put into the project that would have more lasting value. Certainly the Radio and TV Stations were ready and anxious to do additional programs, interviews, etc. for us, if we had been better prepared and could have furnished them with more material earlier. The smaller publications also asked for prepared articles that they might print. When speaking to Peggy McFarland, Free Lancer for CBX about this need, she gave me the names of several people who might do some writing for us for another year. These names will be put on file.

Mr. Don Rollans of CHED and his family attended Family Fair and remarked that he felt it was a "real winner" and should be extented to a week-end next year. He also expressed his willingness to be involved at the Committee level another year. The coverage given by all News Media and their desire to cooperate another year as expressed personally or in letters has indicated their interest and approval of the Family Month project.

FAMILY MONTH

RADIO

STATION	NO OF ANNOUNCEMENTS	INTERVIEW PROGRAMS	LENGTH OF TIME	PERIOD	PURCHASE VALUE
CFRN	99	Bruce Hogle Minitorial "This is Canada", (Conversation John Barrons and announcer).	30 sec.	Nov. 1-21 Nov. 6 Nov. 5	\$1,326.00
CHED	39	3 Interviews Betty Buchanan Hilda Clark Hilda Clark Spots on "Open Line" Remite Broadcast from Family Fair (4 spots per hour)	1 min. 1½ hrs. 3 hrs.	Nov. 1-12 Nov. 9 Nov. 11 Nov. 13	396.00 75.00 150.00 250.00
CJCA	46 (gen'l) 12 (Family Fair)	1 Interview, Mayor Dantzer	20 sec. 30 sec. 5 min.	Nov. 2-30 Nov. 7-12 Nov. 20	422.00 150.00 36.00
CKUA	54	1 Program, June Sheppard - Dr. M. Hendrickson, Dept of Soc. 1 Monica-Norris-Jones - H Clark	30 sec. 30 min. 5 min.	Nov. 2-30 Nov. 4 Nov. 7	Never charges
CBX	10 on "Tempo" 2 programs	Peggy McFarland	30 sec. 15 min.	Nov. 1-12	75.00 ?

CHQT Advised that information was given to announcers to be put on air at approx. 1 per hour. Announcements were not logged so could not make estimate

CHFA ?

TOTAL FOR RADIO...\$2,844.00

TELEVISION

STATION	NUMBER OF ANNOUNCEMENTS	INTERVIEWS PROGRAMMES	LENGTH OF TIME	PERIOD	PURCHASE VALUE
CFRN TV	5	6 segments on "Virginian" programme	8 sec.	Nov. 7-12	\$1,300.00
		1/2 Hr. program "Dateline Alberta" Bruce Hogle Minuterial	10-12 Min.	Nov. 4-28	
CBX TV	10 on "Community Calendar" Interview	Interview on "Community Calendar" Jim Mitchell-Hilda Clark	1 min.	Nov. 1-12	770.00
		1/2 hr. program, "On the Scene"	5 min.	Nov. 7	154.00
			30 min.	Nov. 18	315.00
				TOTAL	\$2,539.00

NEWSPAPERS

<u>Journal</u>	6 articles	2 on Edmonton Families with pictures	Daily	137,000	\$1,500.00
		2 on Family Fair with pictures			
		2 on Family Month			
<u>Western Catholic Reporter</u>	4 articles	1 Editorial	Weekly	22,000	900.00
		1 on Family Month			
		1/2 page with pictures on a Family Fair			
		1/2 page with pictures on Family Fair			
<u>Edmontonian</u>	3 articles		Weekly	9,000	
<u>Edmonton Sun</u>	1 article		Weekly	17,000	
			TOTAL TELEVISION		\$3,180.00
			TOTAL FOR RADIO, T.V. AND NEWSPAPERS ...		\$8,563.00

FAMILY MONTH

REPORT OF FILMS AND SPEAKERS

As a contribution to Family Month in Edmonton, some 3,000 brochures on "Films On The Family" were prepared for distribution by the National Film Board. The brochure listed films available under various headings such as "The Family in Sport", "The Family and Religion" etc. enabling film users to select films to fill their various program types to be carried out during the year.

There was, what could be termed an over-flow, audience at the Jubilee Auditorium film showings, Sunday, November 13th, with standing room only during the showing of each film. A continuous showing of the films took place during the three hours to an estimated audience of over 2,000. Numerous requests were received for the showing of a particular film listed.

A check made with the two main film libraries listed in the brochure - the University of Alberta Film Library and the film library of the Dept. of Health, indicated film bookings have been at definite high on those related to "The Family". The film "Phoebe", for example, was used 21 times in approximately one month with two prints of the film available. This use could be termed "capacity plus" booking during the period of the check. Other totals checked on, plus dates booked for future use, would serve to indicate that promotion and publicity has been very well worthwhile.

May I indicate here - as an observer, that the publicity received through press, radio and T.V. was exceptionally good. A note of thanks is due all those who were responsible for the excellent publicity received by "Family Month". If paid for this would have cost many hundreds of dollars.

Some 20 organizations, institutions, or departments had been contacted and had agreed to supply speakers upon request for Family Month.

The experience gained last year from Family Week, would appear at this time, to have definitely paid off in Edmontons' Family Month 1966! It is anticipated that programs on "The Family" will be carried out by many organizations throughout the coming winter months in Edmonton. It is the feeling by this reporter that Edmonton's Family Month (November) has been a success!

Mr. Dickie, Chairman
Films and Speakers Bureau.

FAMILY MONTH

NOVEMBER, 1966.

STATEMENT OF EXPENDITURES FOR FAMILY MONTH

Rental Jubilee Auditorium	\$ 82.50
Family Fair Programs	61.05
Honorarium (re; J. Unwin)	100.00
Postal Cancellation Die	12.00
Committee Ribbons	4.50
Darling Sign - Posters	115.00
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	\$ 375.05

Office Expenses

Stationery - 5 letters to 282 organizations 77 individual letters 26 minutes and notices of meeting to all members 10 other materials to all members	\$ 22.57
Envelopes - Same as above	43.52
Postage - Same as above	133.68
Stencils -	15.58
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	\$ 215.35
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	\$ 590.40

Donations

12,000 Brochures - donated by North Western Utilities	\$ 194.25
3,000 Brochures - donated by National Film Board Printed by Federal Gov't - Cost not recorded.	
*Directories - Material Only - Staff wise very costly Donated by Welfare Information	\$ 83.40
*Stenciling, interleaving, collating, stapling, etc. for 1,000 Booklets.	
Canada Safeway	250.00
H. G. Hurtig	25.00

December 13, 1966
/ldb.

REPORT OF THE EVALUATING COMMITTEE - FAMILY MONTH

Ladies and Gentlemen:

As the reporting member of the assessment committee I feel that I have four duties to perform:

- 1) Assess, not criticize.
- 2) Recommend for the future.
- 3) Emphasize our strengths.
- 4) Question, not answer.

In many respects perhaps that final duty is the most important. If you can ask yourselves the questions which I am asking and find them valid, then your answers may assist you in making positive modifications for Family Month next year.

According to the brochure put out by the Welfare Council on Family Month, the purpose of the program was, "The Month will be devoted to developing and maintaining year round interest in family living; promoting sound education for family life and making all citizens aware that a strong family unit is an important means of building a better community for all." The brochure then goes on to say, "It is hoped that every organization (in the city) will plan activities in which the entire family can participate."

For me this was the definition of the purpose of Family Month and on the basis of this extract we must now ask ourselves the following questions.

- 1) At whom was Family Month aimed?
- 2) If it were the total community, did our programs, together with the organization involved, reach all sections, or if it were one particular socio-economic group, were our efforts appropriate to their needs?

While our aim was to involve all pertinent organizations in the city in programs on Family Month, we are not in a position to adequately assess what was done because little information has, as yet, been returned to us. It is suggested that in future years the organizations which participate in Family Month on their own initiative be requested, as a courtesy, to advise the Family Month Committee of what they are offering and perhaps give us their own evaluation.

With regard to the Home and School Association programs which I was able to investigate, only one appeared to be directly related to the family and in this one alone were the children involved with their parents. I refer to the program at Dovercourt School when Dr. Ringrose spoke on the physiology of sex to parents and children from the ages of 9 to 12.

I can have nothing but the highest praise for the enthusiasm, intensity of purpose, and hard work of the program committee, but I wonder whether it might not be possible in future years for their efforts to be spread more evenly. There is no doubt that Family Fair was an unquestioned success, far more than I would have imagined possible, yet obviously it took so much of this groups time that they could not offer themselves in a co-ordinating capacity with other programs which were going on in the city, but let me defend them by saying that at this early stage of development

of Family Month, such an approach was inevitable. Because of the success of this years Fair, perhaps in the future it could be under the control of one or two people from this group, with a sub-committee from participating organizations to help their efforts, while other members of the committee could act as co-ordinators of other programs.

Again, I have nothing but praise for the committee members involved in publicity, they did everything possible and gained good support from most of the communicators media. It is hoped that in the future because of the success of their efforts this year, there will be more support from the Edmonton Journal and the business firms in town. One suggestion was made to me and that was, that there be one organization entirely responsible for the distribution of all publicity from the Welfare Council, since I understand that there was some duplication of effort. I would also like to congratulate the Welfare Council on the publicity material which they published. It was pertinent, appropriate, and gave the proper encouragement to other organizations to participate.

I support the concept of Family Month, I believe it should be continued in the coming years and publicized throughout the country. For these reasons I would recommend that a standing committee be appointed immediately which, in fact, would act as a steering committee for our efforts in the city next year as well as encouraging other cities across Canada to participate in the coming years. Another responsibility of this committee would be to arrange financing of next years Family Month, since I suspect that projects related to centennial year will limit funds which might otherwise be available to us.

December 6, 1966

M. E. Izzard

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Dec. 12/66